

# Director of Community & Public Relations



**Job Code:** 1291  
**Grade:** 141  
**Reports to:** City Manager  
**Salary Range:** \$92,308 - \$145,903  
**FLSA Status:** Exempt

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## **GENERAL STATEMENT OF DUTIES**

Performs professional, managerial, and administrative work of a difficult and highly responsible nature planning and directing the coordination and dissemination of information related to City affairs to the community, media, and City departments; does related work as required.

## **DISTINGUISHING FEATURES OF THE CLASS**

An employee in this classification performs work under the general supervision of the City Manager. Supervision is exercised over public information, community services, homeless assistance, government cable television, and website staff.

## **ESSENTIAL FUNCTIONS**

Planning, directing, managing, and participating in the community and public relations program for the City; directing the public information and community services teams; managing the government cable television operation; leading web administration; preparing and maintaining public information records and files.

## **EXAMPLES OF WORK**

- Creates and oversees work plans for the public information office and staff.
- Develops public information policies and procedures.
- Develops annual budget proposal and controls budgeted expenses.
- Creates and directs public ceremonies and events.
- Serves as editor-in-chief for City publications.
- Serves as resource and consultant for City departments and officials.
- Advises on protocol, publicity, marketing, promotion, and feasibility.
- Develops formal marketing plans for facilities and major programs.
- Creates and writes public information documents, speeches, and publications.
- Oversees official City photography.
- Creates and oversees special programs and events such as City College, State of the City, and sponsorship programs for all major City events and activities that require such.
- Serves on various committees and boards.
- Prepares and edits award applications.
- Prepares and administers public information budget and cable television budget.
- Represents the City on outside committees and programs.
- Performs all the duties of a public information specialist.
- Performs related tasks as required.

## **REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES**

Thorough knowledge of public information and principles and practices of public relations and media relations; thorough knowledge of writing and editing; thorough knowledge of the organization, function, and method of operation of the City Council, administrative staff, and operational departments; general knowledge of municipal theories, principles, practices, and techniques; skill in the use of computer equipment; ability to write public information reports and releases; ability to gather and analyze facts on a

variety of subject matters and to assemble and present concise reports and presentations; ability to establish and maintain effective working relationships with City officials, news media, and the general public; ability to communicate complex ideas effectively, orally and in writing.

**MINIMUM EDUCATION AND EXPERIENCE**

Graduation from an accredited college or university with a Bachelor's Degree in Journalism, Mass Communications, Marketing, Advertising, or closely related field. Five (5) to seven (7) years of experience in journalism, public relations, promotional advertising or marketing, or related field, the majority of which shall have been in a managerial or supervisory capacity; or any equivalent combination of education, training, and experience.

**WORK CONDITIONS**

- Light work requiring the exertion of up to 20 pounds of force occasionally, up to 10 pounds of force frequently, and a negligible amount of force constantly to move objects, and some medium work requiring the exertion of up to 50 pounds of force occasionally, up to 20 pounds of force frequently, and up to 10 pounds of force constantly to move objects.
- Work requires balancing, kneeling, reaching, standing, walking, pushing, pulling, lifting, and grasping.
- Vocal communication is required for expressing or exchanging ideas by means of the spoken word.
- Hearing is required to perceive information at normal spoken word levels.
- Visual acuity is required for depth perception, preparing and analyzing written or computer data, operation of machines, determining the accuracy and thoroughness of work, and observing general surroundings and activities.
- The worker is not subject to adverse environmental conditions.

**SPECIAL REQUIREMENTS**

An employee in this classification is subject to random drug and alcohol testing pursuant to the City of Gaithersburg's Drug-Free Workplace Policy, Drug & Alcohol Testing Procedures.

This is a class specification and not an individualized job description. A class specification defines the general character and scope of duties and responsibilities of all positions in a job classification. The list of essential functions/examples of work, as outlined herein, is intended to be representative of the tasks performed within this classification. It is not necessarily descriptive of any one position in the class. The omission of an essential function does not preclude management from assigning duties not listed herein if such functions are a logical assignment to the position.

The City of Gaithersburg is an Equal Opportunity Employer. In compliance with Equal Employment Opportunity guidelines and the Americans with Disabilities Act, the City of Gaithersburg provides reasonable accommodation to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.